

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8889 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4178
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JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #311040	CC:	162607
	MR. T. MILLEN JEFFERSON WHOLESALE	CC:	
FAX #:	(814) 938-2443		

PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	30
25469	6M		DORAL MEN LT 100	1	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	1	1 (ONE CTN)	

PRODUCT PO # N/ADISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$1,344.64	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
25	NO. OF DISPLAYS ON CUSTOMER LIST
\$56.00	PACKING PAYMENT (\$14.00 X 4 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
5	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51852 1987

WHOLESALE : 311040 JEFFERSON WHOL. GRO. CO. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXXX
 TIME: 10:47 AM
 DATE: 98-07-06
 PAGE: 3

WORKPLAN VAP TEMPLATE LISTING

TERM	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162607	162607	174959	SHOLES GROCERY	MAIN STREET	GRAMPIAN	PA	16838	2			(814) 236-3632	(814) 236-3632
162607	162627	175127	LEPPER MARKET	RT 36 & 66 BOX 15	LEPPER	PA	16233	2			(814) 744-8811	(814) 744-8811
162607	162627	210764	SMYERS MARKET	12-16 E. MAIN STR	SYKESVILLE	PA	15865	2				
162607	162627	521507	SYKESVILLE PANTRY	MAIN & SYKES STR	SYKESVILLE	PA	15865	1				(814) 894-7840
162607	162627	765993	DETULLO'S MARKET	JOHN STREET	ST MARYS	PA	15857	1				
162607	162627	766097	LYKEN'S MARKET	RT 322 & RT 220	PORT MATILDA	PA	16870	2				
173004	173029	806672	DEER LAKE DELI	408 DEER LN	ROCHESTER	PA	15074	1				(814) 728-8566
173005	173221	044856	VALLEY VILLAGE MKT.	RT. 85	YATESBORO	PA	16263	1				389556 (412) 783-6664
173005	173221	175222	BERESNAK MARKET	232 ROUTE 85	HOME	PA	15747	2				3110576 (724) 397-2074
173005	173221	336623	CLARKS MARKET	BOX 56, RD#1	COMANVILLE	PA	16218	1				4091801 (724) 548-5983
173005	173221	632430	CORNER CONVENIENCE	PO BOX 423	ELBERTON	PA	15736	1				2075 (724) 354-3692
173801	173844	325039	COUNTRY TRAIL	7 BRIDGE ST	ROCKWOOD	PA	15557	3				242160 (814) 926-2117
173804	173843	182411	LYKENS MARKET	ROUTE 64	LAMAR	PA	16848	5				515482 (717) 726-3162
173804	173845	538697	THE OLD CTRY. STORE	R. D. #1, BOX 119	MILROY	PA	17063	1				(717) 667-2317

PAGE BREAK TOTAL ACCOUNTS 14 TOTAL QUANTITY 25

TEMPLATE TOTAL ACCOUNTS 14 TOTAL QUANTITY 25

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

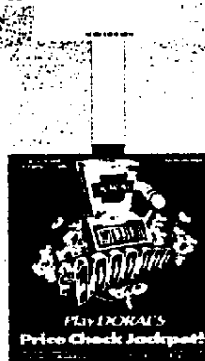
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

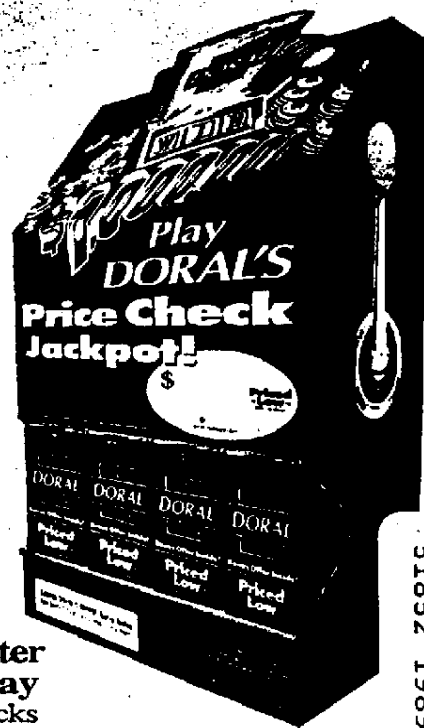
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card
w/Entry Forms



Wobbler



Counter
Display
(40 packs
per display)

Additional Support Pieces:*

Pack Outlet
Small Paster

Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials